



www.ijmra.us

June 2013

Volume-3, Issue-6

# International Journal of Marketing and Technology

ISSN: 2249-1058



## **Contact Us:**

[editorijmie@gmail.com](mailto:editorijmie@gmail.com)

[info@ijmra.us](mailto:info@ijmra.us)

[www.ijmra.us](http://www.ijmra.us)



## Chief Patron

**Dr. JOSE G. VARGAS-HERNANDEZ**

Member of the National System of Researchers, Mexico

Research professor at University Center of Economic and Managerial Sciences,  
University of Guadalajara

Director of Mass Media at Ayuntamiento de Cd. Guzman  
Ex. director of Centro de Capacitacion y Adiestramiento

**DR. RAMACHANDRAN GURUPRASAD**

Scientist, Knowledge and Technology Management Division (KTMD),  
National Aerospace Laboratories.

## Patron

**Dr. Mohammad Reza Noruzi**

PhD: Public Administration, Public Sector Policy Making Management,  
Tarbiat Modarres University, Tehran, Iran

Faculty of Economics and Management, Tarbiat Modarres University, Tehran, Iran

Young Researchers' Club Member, Islamic Azad University, Bonab, Iran

## Chief Advisors

**Dr. NAGENDRA. S.**

Senior Asst. Professor,

Department of MBA, Mangalore Institute of Technology and Engineering, Moodabidri

**Dr. SUNIL KUMAR MISHRA**

Associate Professor,

Dronacharya College of Engineering, Gurgaon, INDIA

**Mr. GARRY TAN WEI HAN**

Lecturer and Chairperson (Centre for Business and Management),  
Department of Marketing, University Tunku Abdul Rahman, MALAYSIA

**MS. R. KAVITHA**

Assistant Professor,

Aloysius Institute of Management and Information, Mangalore, INDIA

**Dr. A. JUSTIN DIRAVIAM**

Assistant Professor,

Dept. of Computer Science and Engineering, Sardar Raja College of Engineering,  
Alangulam Tirunelveli, TAMIL NADU, INDIA



www.ijmra.us

June 2013  
Volume-3, Issue-6

**Dr. Krishan kumar**

Dean,  
School of Life Sciences, Singhania University Rajasthan, INDIA

**Dr. G. D. Singh**

Certified Manager - Cambridge Association of Managers, England,  
Founder & President, The Indian Management Academy - IMA

**Dr. Sorinel Capusneanu**

Associate Professor,  
Faculty of Finance and Accounting, "ARTIFEX" University, Bucharest, ROMANIA

**Benard Okelo Nyaare**

Assistant Lecturer,  
Bondo University College, Bondo, KENYA

**Dr. Meenakshi Gupta**

Assistant Professor,  
Shri Mata Vaishno Devi University- Katra, INDIA

## International Editorial Board

**Prof. S. Saravanakumar**

Associate Professor, Department Of Management Studies,  
JKK Nattraja College Of Engineering & Technology, Komarapalayam

**Dr. Jayasankaraprasad**

Asst. Professor (Marketing), Dept. Of Business Management,  
Krishna University (State Govt. Of A.P.) Machilipatnam, A.P.-521001, INDIA

**Dr Roli Pradhan**

Assistant Professor , Department Of Management Studies ,  
Maulana Azad National Institute Of Technology , Bhopal MP, INDIA

**Dr. K. Chandrasekar**

Assistant Professor,  
Alagappa Institute Of Management, Alagappa University, Karaikudi. INDIA

**Dr. Asoke Nath**

Assistant Professor,  
Department Of Computer Science, St. Xavier's College(Autonomous), Bengal, India.

**Qader Vazifeh Damirchi**

Faculty Member,  
Islamic Azad University In Iran



**Dr. Abdul Majeed Pasha**

Professor,  
Vice- Principal, Nimra College Of Bus. Mgt, Nirma Nagar Ibrahimpatnam Vijayawada, INDIA

**Dr. Yogendra Nath Mann**

Former Associate Professor ,  
Dr. Gaur Hari Singhania Institute Of Management & Research, Kanpur

**Rajalakshmi Shreenath**

Associate Professor,  
Maharshi Arvind Institute Of Science & Management, Jaipur, INDIA

**Dr. Murali Krishna Sivvam**

Professor In HRM,  
Dept. Of Management, College Of Business & Economics, Mekelle University, Mekelle, Ethiopia

**Dr. Sangeeta Mohanty**

Assistant Professor, Biju Pattanaik University Of Technology,  
Academy Of Business Administration, Balasore, Odisha, INDIA

**Dr. Vuda Sreenivasarao**

Professor & Head , Department Of Computer Science & Engineering,  
St. Mary's College Of Engineering & Technology, INDIA

**Dr. Noor Afza**

DOS & Research In Business Administration,  
Tumkur University, Tumkur

**Prof.(Dr.) Bharat Raj Singh**

Associate Director & Hod-ME, SMS Institute Of Technology,  
Kashimpur-Biruha, Near Gosainganj, Nh-56, Lucknow-227125, Up, INDIA

**Dr. A. G. Matani**

Associate Professor,  
Department of Mech. Engg, Govt. College Of Engg, Amravati -444604 [M.S.], INDIA

**Dr. Kaushik Kumar**

Assistant Professor,  
Birla Institute Of Technology, Mesra, Ranchi, Jharkhand , INDIA

**Prasenjit Chatterjee**

Assistant Professor,  
Dept. Of Mechanical Engineering, Mckv Institute Of Engineering, West Bengal, INDIA

**Dr. Shobana Nelasco**

Associate Professor,  
Dept. Of Economics, Bharathidasan University, Khajamalai Campus, Trichirappalli.

**Dr. Ahmed Nabih Zaki Rashed**

Ph. D In Electronic Engineering, Menoufia University,  
Faculty Of Electronic Engineering, Menouf 32951, Menoufia University, Egypt.



**Dr S.Prakash**

Professor,  
Department Of MBA, SNS College Of Technology, Coimbatore, Tamilnadu, INDIA

**Prasenjit Chatterjee**

Assistant Professor,  
Dept. Of Mechanical Engineering, Mckv Institute Of Engineering, West Bengal, INDIA

**Dr. Mohammed Ali Hussain**

Professor & Head, Dept. Of Computer Science & Engineering,  
Sri Sai Madhavi Institute Of Science & Technology, Mallampudi, Rajahmundry, A.P., INDIA

## Technical Advisors

**Mr. Rajan Verma**

Lecturer, Department of Computer Science, Ambala, INDIA

**Mr. Ankit Jain**

Department of Chemical Engineering, NIT Karnataka, Mangalore, INDIA

**Mr. Anil Chandra**

Department of Biotechnology, Indian Institute of Technology Guwahati, Assam, INDIA

**Prof. Bharati Veerendra**

Asst. Professor - MCA, K. J. Somaiya's SIMSR., univeristy of Mumbai, Mumbai, INDIA

**Mr. Gagandeep Singh**

Department of Biotechnology, Kurukshetra University, Kurukshetra, INDIA

## Associate Editors

**Dr. SANJAY J. BHAYANI**

Associate Professor ,Department of Business Management, RAJKOT, INDIA

**MOID UDDIN AHMAD**

Assistant Professor, Jaipuria Institute of Management, NOIDA

**Dr. SUNEEL ARORA**

Assistant Professor, G D Goenka World Institute, Lancaster University, NEW DELHI

**Mr. P. PRABHU**

Assistant Professor, Alagappa University, KARAIKUDI

**Mr. MANISH KUMAR**

Assistant Professor, DBIT, Deptt. Of MBA, DEHRADUN

**Mrs. BABITA VERMA**

Assistant Professor, Bhilai Institute Of Technology, DURG



[www.ijmra.us](http://www.ijmra.us)

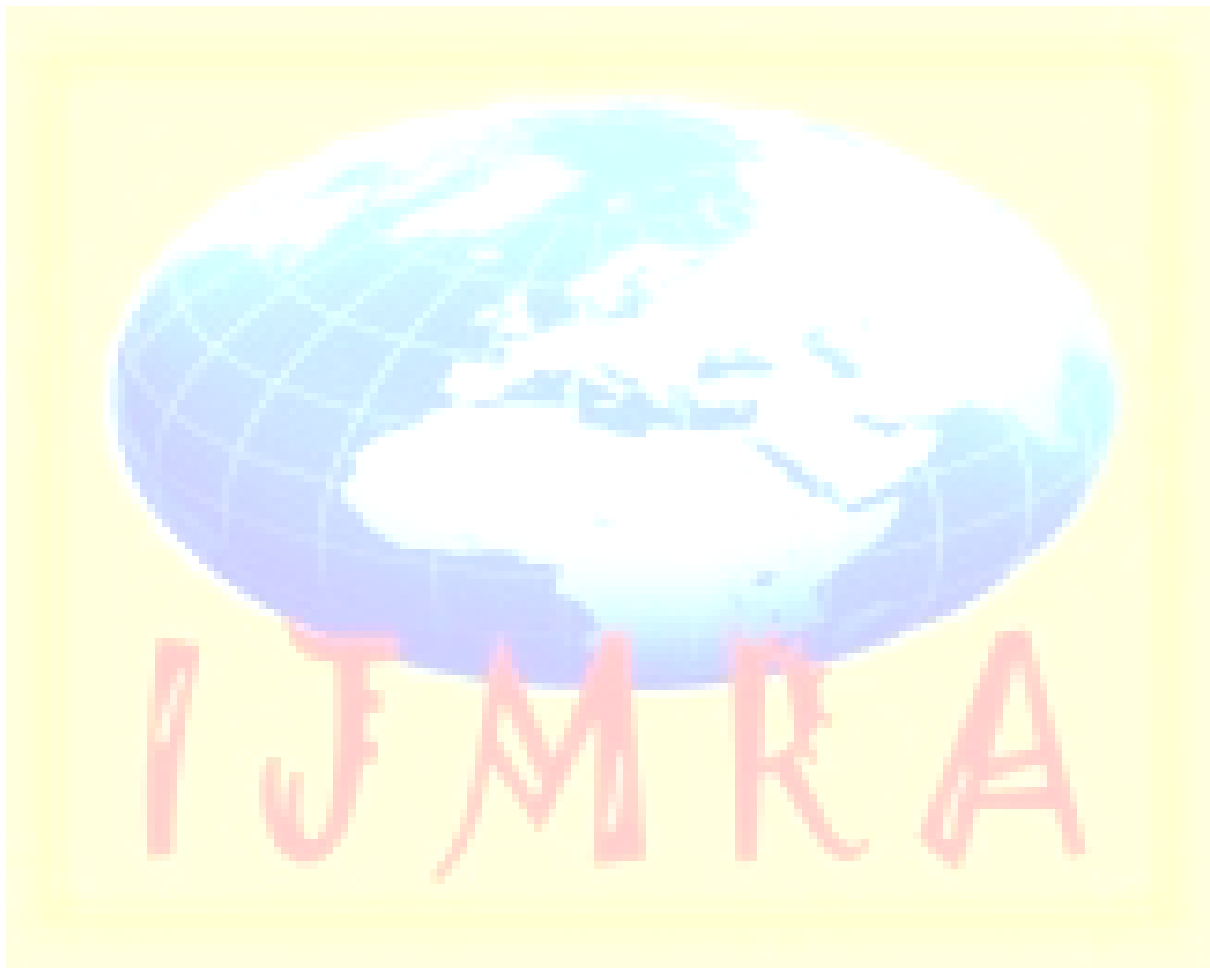
June 2013  
Volume-3, Issue-6

**Ms. MONIKA BHATNAGAR**

Assistant Professor, Technocrat Institute of Technology, BHOPAL

**Ms. SUPRIYA RAHEJA**

Assistant Professor, CSE Department of ITM University, GURGAON



**CONTENTS**

Sr. No.	TITLE & NAME OF THE AUTHOR(S)	Page No.
<u>1</u>	<b>An Analysis Of The Causes Of Bank Fragility In Zimbabwe (2003-2005).</b> Nkomo, Farai, Mafuka, Alfred, Mafumbate, Justice and Charumbira, Martin	<u>1-15</u>
<u>2</u>	<b>Guerrilla marketing in commercial transportation.</b> Arpit Tiwari and Sanjeev Singhal	<u>16-31</u>
<u>3</u>	<b>An Image Search Retrieval System For Multi Word Queries.</b> G.Jinu Shilba and Mrs.S.Anbin Kiruba	<u>32-45</u>
<u>4</u>	<b>An Analysis Of Success Factors For Women Managers In The Hospitality And Financial Services Sectors In Zimbabwe.</b> A. Zinyemba	<u>46-55</u>
<u>5</u>	<b>Disruptive Technology &amp; Marketing Reflections.</b> Dr. Mrinalinee	<u>56-62</u>
<u>6</u>	<b>Neuro Marketing-An Effective Marketing Strategy.</b> Dr.V.Sreedevi, Dr.K.V.Jayasree and Mr.P.Lovelin Auguskani	<u>63-70</u>
<u>7</u>	<b>KNN Network Based Intelligent Aerial Surveillance System.</b> Anishmija.S.L and Miss.Jemimah Simon	<u>71-84</u>
<u>8</u>	<b>Impact of Stress on the Performance of Employees of Banks in Kotli.</b> Imrab Shaheen, Mrs.Qudsia Batool, Dr.Mushtaq A.Sajid and Mr.Ghulam Nabi	<u>85-98</u>
<u>9</u>	<b>A Study Of Patient Satisfaction At A Tertiary Care Hospital Of Hyderabad.</b> Syed Murtuza Hussain Bakshi	<u>99-107</u>
<u>10</u>	<b>Multi-tier Content-Based Microscopic Image Retrieval for Multi-Image Queries.</b> J.H.Prasheeba Evangelin and Ms.Jemimah simon	<u>108-118</u>
<u>11</u>	<b>Efficacy Of Group Test On The Depth And Durability Of Learning In Teacher Training University.</b> Maryam Najafi moghadamnejhad and Rahmatollah Kharazmi rahimabadi	<u>119-124</u>
<u>12</u>	<b>Measurement Of Customer Perception Towards Two-Wheeler Motorbikes In Salem City.</b> SHAKEEL-UL-REHMAN	<u>125-139</u>
<u>13</u>	<b>Noise Insensitive Contrast Enhanced Adaptive Global Maximum Clustering Based Multiple Region Segmentation.</b> Jaya Lekshmi V.J and Mrs.R.Medona Selin	<u>140-149</u>